



# **City and County of San Francisco**

Committee on Information Technology

# **Privacy and Surveillance Advisory Board**

Regular Meeting

June 8, 2023

# Agenda

1. Call to Order by Chair
2. Roll Call
3. General Public Comment
4. Approval of Meeting Minutes from March 23, 2023  
(Action Item)
5. Department Updates & Announcements
6. Surveillance Technology Policy Review: Social Media  
Monitoring Technology (Action Item)
7. Adjournment

# Item Number 1

Call to Order by Chair

# Item Number 2

Roll Call

# Item Number 3

General Public Comment

# Item Number 4

Approval of Minutes from March 23, 2023

Action Item

# Item Number 5

## Department Updates & Announcements

Discussion

# Item Number 6

## Multidepartmental Surveillance Technology Policy Review: Social Media Monitoring Technology

Action Item / Discussion



**City and County of San Francisco**

Multiple Departments

# **Social Media Monitoring Software**

Presented by COIT Privacy Analyst Julia Chrusciel

# Why a multidepartmental policy?

- Certain technologies are used by many departments in the same way
- In such cases – the ordinance does not prohibit one policy to cover more than one department
- This is a new concept, still adhering to all ordinance requirements but allowing for some individual departmental procedure

# Participating Departments, Part I

- Airport
- Arts Commission
- Assessor – Recorder Office
- Asian Art Museum
- City Administrator’s Office – 311
- City Administrator’s Office – Animal Care & Control
- City Administrator’s Office – Central Office
- City Administrator’s Office – Office of Civic Engagement and Immigrant Affairs
- City Administrator’s Office – Office of Transgender Initiatives
- City Planning Department
- Controller’s Office
- Department of Building Inspection
- Department of Children, Youth, and their Families
- Department of Early Childhood
- Department of Emergency Management

# Participating Departments, Part II

- Department of Homelessness and Supportive Housing
- Department of Police Accountability
- Department of Public Health
- Department of Technology and SFGov/ SFGov TV
- Environment Department
- Ethics Commission
- Human Rights Commission
- Mayor's Office
- Municipal Transportation Agency
- Office of Economic and Workforce Development
- Port of San Francisco
- Public Utilities Commission
- Recreation and Park Department

# Authorized Use Cases

1. Publish the Department's content on social media.
2. Communicate with social media users about Department news and share information on services offered through social media channels
3. Analyze data gathered from social media sources to assess the effectiveness of outreach and optimize messaging to the public to achieve the Department's communication objectives

# Technology Description

- A social media monitoring technology is:
  - a technology from which a department can review all their social media accounts in one place,
  - search all accounts and public content at once by typing in key words through a dashboard interface,
  - schedule posts in advance on social media platforms and
  - analyze the engagement with those posts.
- While the specific functions of each tool may vary, the technology often allows conversations to be labeled for later reference and can save content posted to social media platforms by other users.
- Search terms can be saved so that they can be repeated in the future, supporting customized monitoring across social media platforms.

# Examples of Technology

- AgoraPulse
- Archive Social
- Buffer
- Critical Mention
- Falcon/ Brandwatch
- Hootsuite
- Later.com
- Meltwater
- Meta Business Manager and Meta Business Suite
- Sendible
- Sprout Social
- Tweetdeck

# Alternatives to Technology

- Departments will need to do many tasks which are automated by the platform manually and across platforms
  - Scheduling posts
  - Analyzing trends
- Not using this technology would require more staff dedicated to a department's communications team

# Current State & Future State

- **Current State:** Department manually schedules posts, analyzes post performance and trends, and makes decisions to optimize department reach and messaging separately with all social media platforms
- **Future State:** Department schedules posts, analyzes post performance and trends, and makes decisions to optimize department reach and messaging within one platform and with data analysis from social media monitoring technology

# STP and SIR Appendices - Introduction

- Most of the policy document requirements have been standardized for all departments
- However, some required components were not standardized so as to have departmental engagement while allowing for individual department information

# STP – Appendix A

- Each Department's authorized job titles (with corresponding classification numbers) are listed in this appendix

# STP – Appendix B

- This appendix has the following info about internal and external data sharing for departments:
  - Which departments do not share data at all
  - Which departments share data within and/or outside of the City and County of San Francisco, what kind of data they share, and what entities they share it with
  - If there are any exceptions to the stated retention periods for departments which share data

# STP – Appendix C

- This appendix documents data retention and justification, specifically:
  - Which departments do and do not retain data
  - What the retention period and justification is for departments which do retain data
  - Exceptions to the retention period

# STP – Appendix D

- This appendix describes how departments will ensure compliance with the policy, specifically:
  - How compliance will be overseen and enforced
  - How departments will ensure compliance outside of the department when necessary
  - What departmental personnel will oversee compliance
  - What sanctions exist for violations of the policy

# STP – Appendix E

- This appendix contains:
  - Contact information for each department
  - How each department will ensure a timely response to all comments

# SIR – Appendix A

- This appendix gives financial information for the technology, including:
  - Number of Budgeted Full-Time Employees
  - Annual and One-Time Costs
  - Total costs
  - Method of funding use and maintenance of technology

# Additional – Financial Information Update

- COIT staff noticed that there were differences in how departments were reporting total salary and fringe costs for the technology
- COIT is currently surveying the departments to see how much time they will use the technology and what the equivalent costs are
- SIR Appendix A will be updated accordingly between this meeting and the next meeting at which this policy is heard

# Additional – Correction to Appendix C

- The Environment Department retention period should read "Data that is needed to establish trends shall be kept for a period of up to 5 years, unless it is no longer needed to contextualize a trend. After 5 years, the data will be eliminated, and only aggregated information will be kept."
- The retention justification for the department should read "Data is collected to learn about SFE's audience and how best to engage with them. The more data available, the better equipped the department is to ascertain trends, effectiveness, and more. "

**Questions?**

# Adjournment